NOV 1 3 2006

THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Andrew Robert Byde, et al. ) Re: Information Disclosure

Statement

Serial No.: 10/698,850

) Group: 3629

Filed: October 31, 2003

) Examiner: not yet assigned

) Our Ref: B-5282 621413-6

For: "MAKING PURCHASE DECISIONS"

) Date: November 7, 2006

Commissioner for Patents P.O. Box 1450 Alexandria VA, 22313-1450

Sir:

In accordance with the Applicant's duty to disclose information which may be material to the examination of this application, the undersigned respectfully requests that the Examiner consider on the merits the documents listed on the enclosed Form PTO-1449 (modified) before issuing the first Office Action on the merits. Copies of the U.S. patent documents listed on the enclosed Form PTO-1449 (modified) are not enclosed in accordance with 37 C.F.R. § 1.98(a) (2) (ii).

The filing of this Information Disclosure Statement (IDS) shall not be construed as a representation that a search has been made (37 C.F.R. 1.97(g)), an admission that the information cited is, or is considered to be, material to patentability, or that no other material information exists.

The Applicants believe that this IDS is being submitted before the issuance of a first Office Action on the merits and before the issuance of a Final Rejection or Notice of Allowance. Therefore, no official fees should be due; and this IDS should be considered on the merits. If this IDS is being submitted after the issuance of the first Office Action on the merits and before the issuance of a Final Rejection or Notice of Allowance, please contact the undersigned to authorize a payment of \$180.00 (or any other required amount), which is the fee set forth in 37 C.F.R. § 1.97(c), if the Examiner believes that such a fee is due in order for this IDS to be considered on the merits.

Information Disclosure Statement USSN 10/698,850 November 7, 2006 Page 2

The filing of this Information Disclosure Statement shall not be construed as an admission against interest in any manner. (Notice of January 9, 1992, 1135 O.G. 13-25, at 25.)

The person making this statement is the practitioner who signs below on the basis of information supplied by an individual associated with the filing and prosecution of this application (37 C.F.R. § 1.56(c)) and on the basis of information in the practitioner's file.

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first-class mail in an envelope addressed to the "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450",

on November 7, 2006 by Guillermo Gonzalez.

Robert Popa

Attorney for Applicant

Respectfully submitted,

Reg. No. 43,010

LADAS & PARRY 5670 Wilshire Boulevard Suite 2100 Los Angeles, CA 90036

(323) 934-2300

Enclosures: Form PTO-1449 (modified) (1 page)

Information Disclosure Statement USSN 10/698,850
November 7, 2006

Page 3



Form PTO-1449 (Modified) Page 1 of 1	<b>ATTY DOCKET NO.</b> B-5282 620704-0	U.S. SERIAL NO. 10/698,850	
LIST OF PATENTS AND PUBLICATIONS STATEMENT	APPLICANT(S) Byde, et al.		
	FILING DATE October 31, 2003	<b>GROUP</b> 3629	

## U.S. PATENT DOCUMENTS

EXAMIN- ER INITIAL	DOCUMENT NUMBER	ISSUE DATE	NAME	CLASS	SUBCLASS	FILING DATE or 102(e) DATE IF APPROPRIATE
	60/379,561		Hahn-Carlson			5/2002

## FOREIGN PATENT DOCUMENTS

DOCUMENT NUMBER	PUBLICATION DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION YES/NO

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER	DATE CONSIDERED

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEF 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant